

ORDER



WOOD

Orders
Order / Rev: 215225
Alt Order #: 6864868
Product Desc: 355/SENATE
Estimate: 355
Flight Dates: 10/15/12 - 10/21/12
Original Date / Rev: 10/17/12 / 10/17/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Brabender Cox
Buying Contact:
Billing Contact:
 932 Edwards Ferry Road
 Leesburg, VA 20176

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Pete Hoekstra For Senate
Demographic: A35+
Product Codes: PL5
Priority: P4
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN12303/TO1358/SP11154

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/21/12	17	\$9,200.00	\$7,820.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	17	\$9,200.00	\$7,820.00	0.00
Totals	17	\$9,200.00	\$7,820.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WOOD	10/18/12	10/18/12	LN M-F M-F News 8 @ 11	CM	11-1135p	--- 1---	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$900.00		0.00			
2	WOOD	10/19/12	10/19/12	LN M-F M-F News 8 @ 11	CM	11-1135p	---- 1--	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---- 1--		1				\$900.00		0.00			
3	WOOD	10/20/12	10/20/12	LN Sa Saturday News 8 @ 11	CM	11-1130p	----- 1-	:30	1	\$900.00	P4	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----- 1-		1				\$900.00		0.00			
4	WOOD	10/21/12	10/21/12	NFL 11p News Sun 11p News (NFL)	CM	1130-12a	----- 1	:30	1	\$500.00	P4	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----- 1		1				\$500.00		0.00			
5	WOOD	10/18/12	10/18/12	6am Daybreak 6am Daybreak	CM	6-7a	--- 1---	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--- 1---		1				\$400.00		0.00			
6	WOOD	10/19/12	10/19/12	6am Daybreak 6am Daybreak	CM	6-7a	---- 1--	:30	1	\$400.00	P4	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---- 1--		1				\$400.00		0.00			

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 Flight Dates: 10/15/12 - 10/21/12

Advertiser: POL/Pete Hoekstra For Senate
 Product Desc: 355/SENATE
 Estimate: 355

WOOD

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WOOD	10/19/12	10/19/12	Today Show M-F Today Show	CM	658-9a	----1--	:30	1	\$650.00	P4	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$650.00		0.00			
8	WOOD	10/18/12	10/18/12	Noon News News 8 @ Noon	CM	12-1p	---1---	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$225.00		0.00			
9	WOOD	10/19/12	10/19/12	Noon News News 8 @ Noon	CM	12-1p	----1--	:30	1	\$225.00	P4	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$225.00		0.00			
10	WOOD	10/18/12	10/18/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	---1---	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$675.00		0.00			
11	WOOD	10/19/12	10/19/12	M-F 5p News M-F News 8 @ 5p	CM	5-530p	----1--	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$675.00		0.00			
12	WOOD	10/18/12	10/18/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	---1---	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	---1---		1				\$675.00		0.00			
13	WOOD	10/19/12	10/19/12	M-F 530p News M-F News 8 @ 530p	CM	530-6p	----1--	:30	1	\$675.00	P4	0.00	NM	1	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$675.00		0.00			
14	WOOD	10/21/12	10/21/12	Daybreak Sun @ 7am Daybreak Sun @ 7am	CM	658-8a	-----1	:30	1	\$250.00	P4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$250.00		0.00			
15	WOOD	10/21/12	10/21/12	Sun 6p News 8 Sun News 8 @ 6p	CM	6-7p	-----1	:30	1	\$750.00	P4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1		1				\$750.00		0.00			
16	WOOD	10/20/12	10/20/12	Today Show Sa Today Show Saturday	CM	758-10a	-----1-	:30	1	\$375.00	P4	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----1-		1				\$375.00		0.00			
17	WOOD	10/19/12	10/19/12	Fri 430-5a WOOD NEWS	CM	430a-5a	----1--	:30	1	\$25.00	P4	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----1--		1				\$25.00		0.00			
													Totals	17	\$9,200.00